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**FAKTOR-FAKTOR YANG MEMPENGARUHI SIKAP
PENGAMBILAN BUAH-BUAHAN DAN SAYUR-
SAYURAN DI KALANGAN PELAJAR UNIVERSITI
UTARA MALAYSIA (UUM), SINTOK.**



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Perniagaan (SBM), Universiti Utara Malaysia, bagi Memenuhi
Sebahagian dari Syarat Keperluan Ijazah Sarjana Sains (Pengurusan)**

KEBENARAN MERUJUK

Dalam membentangkan kertas kajian ini sebagai memenuhi sebahagian daripada syarat pengijazahan Sarjana Sains (Pengurusan), saya bersetuju bahawa Perpustakaan Universiti Utara Malaysia menjadikan kertas kajian ini sebagai bahan rujukan. Saya juga bersetuju dan memberi kebenaran untuk membuat salinan kertas kajian ini, secara keseluruhan atau sebahagiannya, bagi tujuan akademik dengan mendapatkan kebenaran penyelia kertas kajian ini, atau, dalam ketiadaan beliau, oleh Dekan Pusat Pengajian Pengurusan Perniagaan. Difahamkan bahawa sebarang penyalinan atau penerbitan atau penggunaan kertas kajian ini atau sebahagian daripadanya untuk komersial tidak akan dibenarkan sama sekali tanpa kebenaran bertulis daripada saya. Ia juga difahamkan bahawa pengiktirafan diberikan kepada saya dan kepada Universiti Utara Malaysia untuk sebarang kegunaan ilmiah yang boleh dibuat daripada apa-apa bahan yang terdapat dalam kertas penyelidikan ini.

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ABSTRAK

Pelbagai kajian telah dijalankan melibatkan pengambilan buah-buahan dan sayur-sayuran serta faktor-faktor mempengaruhi pengambilan buah-buahan dan sayur-sayuran. Oleh itu, kajian ini adalah dilihat penting untuk menentukan faktor-faktor yang mempengaruhi sikap pengambilan buah-buahan dan sayur-sayuran dalam kalangan pelajar khususnya pelajar Universiti Utara Malaysia. Sebanyak 450 responden dipilih dikalangan pelajar UUM sendiri yang mempunyai pelbagai latar belakang. Data yang telah dikumpulkan di analisa menggunakan perisian SPSS versi 22.0 dengan memilih beberapa ujian yang sesuai dalam kajian ini iaitu normaliti, kebolehpercayaan, korelasi, dan regresi linear berganda. Hasil dapatan kajian menunjukkan bahawa 152 responden mengambil setiap seminggu buah-buahan dan sayur-sayuran. Manakala 92 responden pula mengambilnya 2 kali seminggu, 123 responden hanya mengambil sebulan sekali dan 14 responden tidak pernah mengambilnya. Selain itu juga, hasil dapatan kajian juga menunjukkan campuran pemasaran; produk, harga, promosi dan pengedaran mempunyai hubungan yang positif dan signifikan manakala pengetahuan pula mempunyai hubungan yang negatif dan tidak signifikan dengan sikap pengambilan buah-buahan dan sayur-sayuran di kalangan pelajar UUM.

Kata Kunci: Pengambilan buah-buahan dan sayur-sayuran, sikap, campuran pemasaran, pengetahuan



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ABSTRACT

Various studies have been conducted involving the consumption of fruit and vegetables and the factors influencing the consumption of fruits and vegetables. Therefore, this study is seen as crucial to determine the factors that influence the consumption of fruits and vegetables among students, especially students of University Utara Malaysia. A total of 450 respondents were chosen among the UUM students themselves who have various backgrounds. Data collected were analysed using SPSS version 22.0 software by selecting the appropriate number of tests in this study which is normality, reliability, correlation and multiple linear regressions. Results showed that 152 respondents consume fruits and vegetables every week. While 92 respondents were taken 2 times a week, 123 respondents only take once a month and 14 respondents had never consume it. In addition, the findings also show that the marketing mix; product, price, place and promotion has a significant positive relationship and knowledge have a negative relationship and no significant with attitude in fruit and vegetables consumption among students of UUM.

Keywords: Fruit and vegetables consumptions, attitude, marketing mix, knowledge



PENGHARGAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
السلام عليكم ورحمة الله وبركاته

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BAB SATU

PENGENALAN

1.1 Pendahuluan

Buah-buahan dan sayur-sayuran adalah penting untuk kesihatan seseorang manusia kerana ianya mengandungi nutrien yang mencukupi seperti vitamin, mineral, protein, fiber dan komponen pro-fungsi yang mana rendah lemak, sodium dan kalori berbanding makanan lain (Devine, Connors, Bisogni, dan Sobal, 1998).

Selain itu juga, buah-buahan dan sayur-sayuran adalah satu komponen penting dalam diet manusia yang sihat. Ia adalah sumber yang baik seperti vitamin dan mineral, protein sayuran, mikronutrien perlindungan dan serat pemakanan yang membantu untuk mengelakkan sembelit (Balasubramaniam, 2012). Kunci kepada pencegahan kesihatan dan penyakit yang baik adalah senaman dan tabiat pemakanan yang baik iaitu buah-buahan dan sayur-sayuran khususnya dikenali sebagai penting untuk kesihatan kerana ia adalah kalori rendah semulajadi dan menyediakan nutrien dan serat pemakanan (Steven Yen, Andrew, dan Rodolfo, 2011).

Menurut *Dietary Guidelines for Americans* (2010), dinasihatkan untuk mengisi separuh pinggan dengan buah-buahan, sayur-sayuran, kacang dan bijirin. Mengikut corak pemakanan yang sihat juga merangkumi prinsip-prinsip keselamatan makanan untuk mengelakkan penyakit yang dibawa oleh makanan. Di sesetengah negara, pengguna

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